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*Public Health Association
of New Zealand Inc.*

**PUBLIC HEALTH ASSOCIATION CONFERENCE
4 to 6 July 2007
Auckland University Tamaki Campus
Cnr Morrin Rd and Merton Rd, Glen Innes.**

Te Torino – Re-imagining Health

The annual Public Health Association conference is a 'must attend' event on the public health calendar, and will include papers from Māori and Pacific public health practitioners, and from people working on public health issues that have become "hot topics", such as the marketing of junk food to children.

Speakers this year will present around three main themes: food matters, voices (of minority groups) and urban design.

Conference speakers include:

- **Stephen McKernan** brings to the role of Director-General of Health eight years' experience as a District Health Board Chief Executive, holding positions in Counties-Manukau District Health Board, Hutt Valley District Health Board and Hutt Valley Health. He has managed change programmes, strategic planning, delivering on business goals and building relationships with health sector stakeholders.
- **Prof Janet Hoek** (Department of Marketing, Massey University). Prof Hoek's research interests include marketing and public policy and she has examined tobacco regulation, the ethics and effects of prescription medicine advertising, and the effects of food marketing on consumption.
- **Annette Sykes** is of Ngati Pikiao descent, one of the confederated tribes of Te Arawa Waka. She is a partner in the law firm Rangitauira & Co, practising extensively in the Family and Criminal Courts. She is a member of the Maori Law Commission. Annette has a strong focus on all aspects as they affect Maori especially constitutional change.
- **Bob Harvey** was first elected Mayor of Waitakere City in 1992. He has been seminal in a number of ground-breaking initiatives, including the eco city concept, establishing the first Maori standing Committee Te Taumata Runanga, and initiating this country's only Memorandum of Understanding with Pacific peoples.
- **Warren Lindberg** is the Group Manager, Public Health Operations, Ministry of Health. Warren was the first Executive Director of the New Zealand AIDS Foundation and Regional Public Health Planner with the

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Northern DHB Support Agency. He has been a part-time Human Rights Commissioner since 2001.

- **Belinda Borell** is Massey University researcher, and is of Ngati Ranginui, Ngai Te Rangi and Whakatohea descent. She has worked extensively with youth carrying out research projects. Belinda has recently completed her Masters thesis on the cultural diversity of young Maori in South Auckland.
- **Kathrine Clarke** is Chief Executive Officer of Hapai Te Hauora Tapui. Ngapuhi me Ngati Kahu. She is Maori Advisory Board Chair for the Health Promotion Forum, Co-chair of the New Zealand Drug Foundation, National Executive member of the Public Health Association of NZ and National workforce development in an advisory capacity for the Ministry of Health with an emphasis on Maori Workforce.
- **Vicki Hamilton** is executive director of the Food Industry Group having worked for a wide range of food organisations as well as undertaking projects for the Ministry of Health.

The full programme can be viewed on the PHA website: www.pha.org.nz.

Media are invited to attend the whole or any part of the conference. For all media inquiries or information about the conference please contact PHA Media Advisors Anton Blank on 021 406 031, or Liz Price on 04 527 3290, 027 695 7744.

Summary of presentations – PHA Conference, 4-6 July 2007

Following are summaries of some of the papers being presented at the PHA conference. This list is not exhaustive, but provides a good snapshot of the issues that will be covered.

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SNAPSHOT OF TOPICS

Auckland

Landscaping the Green City: Past Plans for an alternative Auckland. Chris Harris, North Shore City Council.

This presentation will examine earlier city planning which contained an abundance of strips of unpaved public land. Major urban plans of the 1940s and 1970s were predicated on the idea of linking public transport, schools, community centres and housing via off-road greenways.

Risk of Giardia infection at early childhood centres in Auckland. M Ekramul Hoque, Centre for Asian Health Research, University of Auckland

People and Place Determinants of neighbourhood walking in two Auckland suburbs. Karen Witten, SHORE Research Centre, Massey University.

Walking is the most common form of physical activity for New Zealanders and it can be for leisure or as a form of transport. This paper will report on the findings of two small research projects that examined the locality features that influenced the walking behaviours of residents in two West Auckland suburbs.

Urban Design and Physical Activity: A North Shore Perspective. Nick Garrett, University of Auckland.

Although relationships between physical activity and several chronic diseases has been clearly documented, at least 32 percent of New Zealand adults are not engaging in sufficient levels of physical activity for health benefits. This presentation will outline the findings of the Active Friendly Environments project, a three-year collaboration between SPARC, AUT, North Shore City Council, and Harbour Sport, undertaken to understand physical activity and urban form in a New Zealand context.

Wellington

A community based health needs assessment of the oral health needs of Māori mothers in Porirua. Charrissa Makowharemahihi, Ministry of Health.

This presentation will present the findings of research focused on the oral health needs of Maori mothers, particularly during pregnancy. Maternal oral health has received little attention in New Zealand to date despite a growing body of overseas literature indicating that oral health care during pregnancy is important for good oral health outcomes for mother and baby.

Eat well to prevent hell: quality and quantity is the problem. Aliitasi Tavila, Health Services Research Centre, Victoria University.

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This presentation will draw on a recent study about formulating strategies to promote healthy eating within the Samoan church environment in Wellington. The importance of utilising the church environment as the context of this research arose from the author's understanding and experience that the majority of Pacific peoples living in New Zealand attend church

RURAL

Giving voice to rural communities. Noeline Holt, Rural Women New Zealand
This presentation will discuss "rural proofing". It will demonstrate ways in which public policy can be made more robust and more inclusive by incorporating rural proofing into its development and impact assessments.

FOOD MATTERS

Why French women don't get fat. Jonathan Jarman, Northland District Health Board.

Observations noted on a 1,500 kilometre cycle tour of rural France of The French Paradox, a term which refers to the fact that people in France suffer a low incidence of coronary heart disease despite having a diet which is rich in saturated fats.

Marketing junk food to kids: a critical analysis of New Zealand's advertising codes. Louise Thornley, Quigley & Watts, Otago University.

This presentation will summarise a recent review of New Zealand's advertising codes in relation to children and food. This research was an exploratory critique of our industry-regulated system of advertising, in light of international child rights' obligations under the UN Convention on the Rights of the Child.

Selling Sickness: The food industry learns from others how to avoid public health action. Gay Keating, Public Health Association

This paper looks at the history of public health in relation to products hazardous to health. The marketing of alcohol, tobacco, breast milk substitutes, pharmaceuticals and other products show a range of similarities. The food industry is now using these techniques to fend off public health action.

Neighbourhood provision of food retailing and social deprivation in urban New Zealand. Peter Day, GeoHealth Laboratory, Dept of Geography, University of Canterbury.

Recent research has considered the role of neighbourhood access to retail provision of healthy and affordable food. So called food deserts have been defined as poor neighbourhoods characterised by a lack of easy physical access to food outlets, limited food availability and higher food prices. This presentation will outline the findings of a national study which examined this in the New Zealand context.

Vitamin D in New Zealanders: do we need to change our health policy on sun exposure? Robert Scragg, Epidemiology & Biostatistics, School of Population Health, University of Auckland.

The implication of studies showing very low levels of Vitamin D in New Zealanders' bloodstream will be discussed in relation to the current public health policy on sun exposure. This policy has been driven mainly by aiming to prevent skin cancer in the Pakeha population, but currently does not address the problem of low vitamin D status affecting non-European communities in Aotearoa.

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MINORITIES/INEQUALITIES

Lifestyle and Obesity in Asian Adolescents. Shirin Foroughian.

This presentation will outline the surprising findings of an on-going study into obesity and lifestyle among Asian adolescents in New Zealand. Although more young Asians play active games at school than European students, Asians did much worse than their European peers in what they know about healthy eating and exercise.

I thought we were supposed to be helping? The quality of hospital care for the elderly in relation to policy initiatives and health system changes 2000-2004. Juliet Rumball-Smith.

Fonua: A Pacific model for public health work. Sione Tu'itahi, Health Promotion Forum.

To deal effectively with their health needs, Pacific peoples need Pacific frameworks. This presentation will introduce a Pacific framework based on the Pacific concept of "fonua." Fonua refers to the inter-connected web of life in which all beings, humans and the ecology included, interact dynamically for the purpose of harmony and peace, in other words, for their health and wellbeing.

Ethnic inequalities in cancer survival. Diana Sarfati, Dept of Public Health, Wellington School of Medicine.

This presentation will summarise the key evidence about disparities in incidence, mortality and particularly survival from cancer in New Zealand. It will present a framework for examining ethnic disparities in cancer survival. Key elements in the framework are structural; physician/ clinical and patient factors which may impact on the receipt of optimal cancer treatment. The presentation will also outline a study on ethnic disparities in colon cancer survival, currently in progress, which aims to provide critical information for intervention to reduce these disparities.

Unequal Treatment: Maori and Ischaemic Heart Disease. Matire Harwood, Te Rangahau Hauora a Eru Pomare, Wellington School of Medicine. This paper will outline a study which set out to determine if ethnic differences existed in ischaemic heart disease outcomes.

The Widening Gap: Public perceptions and views on inequalities in Aotearoa New Zealand. Penelope Carroll, Auckland City Mission.

Discrimination: An overlooked determinant of health. Gay Keating, Public Health Association.

This paper will examine how discrimination, personal and institutional fundamentally affects health outcomes for individuals and communities. The paper briefly reviews the evidence and then proposes a range of strategies to bring about public health action on this determinant of health.

Housing needs and access in New Zealand: Voices of people with lower limb amputations. Sheena Hudson, Dept of Public Health, Wellington School of Medicine.

Giving a voice to those on the margins: Exploring realities of housing inequalities. Penelope Carroll, Auckland City Mission.

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Is approval of physical punishment determined by adult views about childhood? Marie Russell, Health Services Research Centre, Victoria University
This presentation will outline the findings of research into submissions to the select committee considering the repeal of s59 of the Crimes Act.

URBAN DESIGN

Creating a centre for urban health and development. Philippa Howden-Chapman, Wellington School of Medicine.

Giving a public health voice to urban design. Margaret Earle, National Health Committee.

Inspiring and Creative Public Places. Nic Mason, Manager, Local Government Centre, Institute of Public Policy, AUT.

Health Impact Assessment: Highlighting inequalities in a Regional Land Transport Strategy. Ruth Cunningham, Regional Public Health, Hutt Valley District Health Board.

This presentation illustrates the importance of the Health Impact Assessment (HIA) occurring at a stage in the policy process where it can have a real influence on decisions. It uses the example of the HIA commissioned by the Greater Wellington Regional Council to check its draft land transport strategy delivered on its objective of promoting and protecting public health.

Health Impacts of School Travel Plans: A conceptual review. Jamie Hosking, School of Population Health, University of Auckland.

School travel plans aim to promote more active and sustainable travel. Improved health has been suggested as a possible outcome of these interventions, but there is currently no conclusive evidence to support this. This paper provides a conceptual model for understanding and evaluating the potential health impacts of school travel plans and other related transport interventions.

Gimme Shelter: Why we need better bus stops. Chris Harris, passenger transport co-ordinator, North Shore City Council.

This paper will outline the reasons why the on-street public transport waiting environment should be taken far more seriously than at present. Some recent practical steps in this direction will be described, with an emphasis on passenger information systems in Christchurch and bus shelter upgrades on Auckland's North Shore.